

臺北市立大學

學生出國研修心得報告

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系所、年級：行銷與管理學系 五年級

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*(非亞洲地區交換同學請以英文撰寫報告)

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壹、緣起

There were some reasons why I would like to go abroad and have a exchanging program. First, I was wondering what it looked like when I was living abroad because I was used to living in Taiwan and didn't have chance to go abroad during the studying period. Besides, I wanted to make acquaintances of foreign people, I thought I could learn different ways of living and experience exotic culture and cuisine. The most important circumstance was that I had studied German for two and half years when I was a student in senior high school. Therefore, went to Germany and became an exchange student is my first choice.

貳、研修學校簡介

During this semester in Germany, I studied in European-University Viadrina, the school was located at a small city which is called Frankfurt Oder (FFO). At first, a lot of people may misunderstand the site of the school because in Germany there is also another Frankfurt in south-west Germany. Our school is near to Poland; at the same time, we can choose the class in Poland campus. There were many disciplines in the school, and every domain was diverted to many dimensions, so students can decide which kind of themes they want to learn deeper. Our school also provides the opportunity of language learning. If students already have learning experiences, they can do the placement test. Therefore, they can go to the class which fit their levels. In language center many languages like German, Polish and Franch etc. are provided.

參、國外研修之課程學習(課內)

I enrolled in the Strategy Marketing course and the German B1 class at Viadrina University. The courses were divided into two blocks held during different periods. The Strategy Marketing course took place in the first block, where I learned fundamental marketing concepts and understood how different models are applied in practice.

In the German B1 class, the instructor taught entirely in German, which helped me improve my listening skills and apply the language in daily life. Besides strengthening my reading and writing abilities, I also gained valuable speaking practice. This experience was especially meaningful to me, as I rarely have opportunities to practice speaking German in Taiwan.

肆、 國外研修之生活學習(課外)

During my exchange semester, I lived in a shared apartment with three students. The living environment was comfortable and well-maintained, and many international students stayed in the same residence, which made it easy to meet people from different cultural backgrounds. The university and the local community organized many social events and parties, providing great opportunities to make friends and experience student life in Germany. One memorable activity was an international food-sharing event, where each country had its own booth to present traditional dishes and exchange cultural stories.

Regarding expenses, I used the German public health insurance, which cost approximately 140 euros per month. My largest additional expense was travel, as the exchange semester schedule included many free time slots that allowed me to explore different cities and countries. This flexibility encouraged me to make the most of my time abroad.

As for special experiences, the beginning of my stay in Germany was challenging, as I had to arrange many administrative tasks such as internet access, opening a bank account, and registering my address. Additionally, unexpected situations often occurred while traveling, such as flight delays due to technical issues, which taught me to stay calm and adapt quickly in unfamiliar environments.

伍、 研修之具體效益

1. **Broadening perspectives:** By making friends from different countries, I was able to break traditional stereotypes and gain a more open-minded view of diverse cultures and ways of thinking.
2. **Stepping out of my comfort zone:** Living in a new environment required me to handle daily life independently, such as managing my budget, planning schedules, and solving problems on my own.
3. **Change in mindset:** Experiencing different lifestyles, such as Germany's nationwide quiet Sundays when most shops are closed, helped me reflect on work-life balance and the importance of rest.
4. **Learning through travel:** Traveling allowed me to explore a wider world, including unique architecture, castles, lakes, and historical sites, enriching my knowledge beyond textbooks.
5. **Personal growth:** Facing an unfamiliar environment helped me overcome fear, adjust my mindset, and gradually adapt to a new life abroad.

陸、感想與建議(含 3 分鐘短片連結)

Looking back on my exchange experience, I believe it was not only an opportunity to travel and explore the world, but also a valuable period of personal and academic growth. During this semester, I gained knowledge not only in the German language, but also in practical life skills that will continue to influence me in the future.

In terms of academics, the German language course played an important role in my exchange experience. Each topic was explored in depth, and the class focused on developing all four language skills: listening, speaking, reading, and writing. Being fully immersed in a German-speaking environment allowed me to apply what I learned in class to real-life situations. For me, having the chance to systematically learn a new language while living in the country where it is spoken was a rare and meaningful experience.

Daily life abroad also presented many unexpected challenges. Situations such as flight delays or sudden train cancellations happened more often than I had experienced before. Through these events, I learned the importance of preparing for uncertainty. I became more cautious when making plans, always considering possible risks and preparing alternative options. This change in mindset helped me stay calm and flexible when things did not go as planned.

For students who plan to participate in an exchange program in Germany in the future, I would recommend preparing administrative procedures in advance, such as applying for a blocked account and a visa. After arriving in Germany, arranging health insurance, transportation, and downloading useful local applications for supermarkets and daily life can greatly improve convenience. Most importantly, I believe that keeping an open mind and embracing new experiences is the key to adapting to a new environment and making the most of an exchange semester.

Link :

<https://youtube.com/shorts/xFfHwvUV0FA?si=2sohI8jzxV5Q6jXL>

具代表性出國交換照片說明(4 張)



I must check the timetable at train station because it may be cancelled or delayed. But it can also be checked in DB app.



Frankfurt Oder is near to Berlin, so it is easy to have a day trip to visit the famous attractions. (das Brandenburger Tor)



The curry sausage is a common snack in Germany, and it can be found anywhere like the train station or sightseeing spots.



In compare to travelling, I found that I spent most of time in buying groceries for three meals per day.

*格式依需求可自行調整